

Corporate FAX Message

Mazda Motor of America, Inc.



7755 Irvine Center Drive

Irvine, California 92718-2906

P.O. Box 19734, Irvine, CA 92713-9734

Telephone (714) 727-1990

TO	DEPT/LOCATION		FAX
FROM	DEPT/PHONE	FAX	
DATE	SUBJECT		
TOTAL PAGES INCLUDING COVER PAGE	COPIES TO		
MESSAGE			

TO: BREWSTER KAHLE
 FROM: MIKE ANZIS
 DATE: 11/1/94
 DEPT/LOCATION: WAIS, INC.
 DEPT/PHONE: 714-727-1990
 SUBJECT: SIM
 COPIES TO: Tom MORRIS
 Holly RICHARDS
 TOTAL PAGES INCLUDING COVER PAGE: 5
 MESSAGE:

Brewster -

Re our conversation at the Economics
Conference. I hope you can participate.

- Mike Anzis

(Harold Kester, EB
possible alternative sponsor)

Mazda Motor of America, Inc.

7755 Irvine Center Drive
Irvine, California 92718-2906
P.O. Box 19734, Irvine, CA 92713-9734
Telephone (714) 727-1890
Fax (714) 727-6101



MICHAEL E. ANZIS
Vice President
Information Systems

Society for Information Management
So. California Chapter

1995 WINTER CONFERENCE
February, 1995
Long Beach, California

WORKING TITLE: "External Intelligence: Becoming a Power User"

THEME: The so called "information explosion" has resulted in a corresponding increase in external information, or "intelligence", available to organizations. This information can originate from a broad range of sources, including government provided data, Internet sources, or that provided by vendors such as TRW, R.L. Polk, or D&B. Almost all organizations are challenged to become "power users" of such data by combining and presenting it in a way that is uniquely advantageous to themselves.

This conference will explore the wide range of external information available today, and how some organizations are capitalizing on it. It will also suggest how organizations can start to become power users, and what barriers they may face in doing so.

FORMAT: Two 40 to 50 minute presentations and a panel, which would include the speakers and 2 to 4 other participants. The panel would include 5 to 10 minute presentations by the non-speaking participants, and discussion and audience Q & A.

POTENTIAL SPEAKERS AND PANEL MEMBERS:

Please indicate how you or your company would like to participate in this conference, i.e. what specific topics you would address and your specific qualifications and expertise as a speaker or panel member.

Please respond to me at the above address, FAX, or phone number. I would be happy to speak with you by phone.

- Mike Anzis